
Document title: **Survey Policy and Procedures – 2014**

Approval date: **April, 2014**

Approval of reviewed policy date: **April, 2017**

Purpose of document: DAIR, as part of its support for assessment of learning and institutional effectiveness, has developed a survey policy and procedures to help coordinate and support the development, administration and analysis of surveys at AUC.

Office/department responsible: **The Office of Data Analytics and Institutional Research (DAIR)**

Approved by: **Sherif Kamel, VP for Information Management**

Document classification level: **PUBLIC (AUC Community)**

Document accessible: <http://www.aucegypt.edu/about/university-policies>

Document includes: **Policy, and related forms**

Survey Policy and Procedures

Policy Statement

All institutional surveys following the scope below must be coordinated and administered through DAIR. This is to ensure quality and timing of surveys, maximize benefit from survey results, and ensure objectivity in analyzing and reporting the results.

SURVEYS COVERED BY THIS POLICY

This policy applies to any broad sampling or census of a population at AUC (including applicants, former students, and alumni) addressing the internal operations of AUC or topic directly related to the internal operations of AUC. A survey may be addressed to any part of the AUC community. Examples of surveys covered by this policy are (but not limited to):

- Surveys that address all faculty, staff, and/or students within the university
- Surveys that are aimed at a broad subset of the population (e.g. first-year student population)
- Surveys covering a variety of topics (e.g. use and satisfaction with various university services)

Reason for Policy/Purpose

This policy has been developed in an effort to:

- ensure the use of efficient survey methodology and design
- prevent survey fatigue by limiting the number and timing of surveys
- avoid duplication of data
- maximize response rates

- encourage sharing of results
- make sure information provided by respondents remains confidential
- ensure the projects in which students, faculty and staff participate are consistent with the university's mission and priorities
- ensure that projects are conducted in a manner that is consistent with regulatory requirements such as Family Educational Rights and Privacy Act (FERPA)¹

Who Approved This Policy

Ted Purinton, Dean, Graduate School of Education
Ahmed Tolba, Associate Provost for Strategic Enrollment Management
Sherif Kamel, VP for Information Technology

Who Needs to Know This Policy

The entire AUC community.

¹ Non-public student data can be used without the student's consent by college employees for "legitimate educational" purposes provided the data are not reported in such a way that individual students can be identified. All other users must receive written consent from the students to access non-public student data.

Web Address for this Policy

<http://www.aucegypt.edu/about/university-policies>

Contacts

Responsible University Official: Heba Fathelbab, Director of Assessment and Accreditation

Responsible University Office: The Office of Data Analytics and Institutional Research (DAIR)

If you have any questions on the policy or procedure for [Survey Policy and Procedures] , you may:

1. Call Heba Fathelbab at 02 2615 2233
2. Send an e-mail to heba.f@aucegypt.edu

Policy/Procedures

SCOPE

If there is any uncertainty as to whether a survey falls under this policy, DAIR should be contacted for guidance.

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Examples of surveys covered by this policy are (but not limited to):

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Surveys not covered by this policy

Surveys of a small scale and/or focused intent are not covered by this policy. Such surveys may include:

- Part of assigned coursework or degree requirements
- Focus groups
- Evaluation of a specific program or service by the faculty or unit offering the program or service for the purpose of quality assurance review
- Teaching evaluation forms

Note: DAIR is not responsible for surveys that are not covered by this policy.

SURVEY COMPLIANCE

- DAIR cannot supersede the policies and procedures of the AUC Institutional Review Board (IRB)². Researchers are still responsible for obtaining required IRB exemptions or permissions before implementing any survey particularly if it pertains to asking questions of a “sensitive nature”³.
- All surveys must comply with the requirements of the Family Educational Rights and Privacy Act (FERPA).
- Respondents must be informed that their responses will be confidential and their participation is voluntary. Confidentiality indicates that the presented information will not be associated with a specific individual. If email addresses, login credentials or other personal identifiable information is captured as part of the survey completion process, confidentiality of the data must be assured.

DATA SECURITY

Departments or offices conducting the survey are responsible for managing obtained survey data. Released data will not contain any identifiable respondent data. When presenting survey results, survey administrators are responsible for ensuring the confidentiality of respondents. Departments or offices conducting surveys must understand and acknowledge that they will have an obligation to use data compiled responsibly, ensuring that data is not redistributed to parties inside or outside the AUC community, unless clearly detailed when requesting survey approval.

SURVEY REQUEST PROCESS

Departments and offices wishing to conduct survey research must submit a [Survey Request Form](#) electronically through the DAIR website. The online Survey Request Form will ask for information regarding the purpose of the survey, intended population, timing of administration, and the survey questions.

1. Requests requiring samples of more than 200 students or any subset (freshmen, sophomores, etc.) of all students, faculty or staff should be submitted at least 3 months prior to the proposed administration date.
2. DAIR will review the survey proposal and will typically respond within *one week* of the date it is received.
3. DAIR will work closely with the individuals or offices directly associated with the particular survey request to gather more information, ensure a team-based approach to decision-making, and ensure that efforts are well thought out and coordinated.
4. DAIR will take into consideration certain criteria and questions when reviewing survey requests and making recommendations. Following are examples of the criteria and questions that will be requested:
 - **Purpose of survey** (Why is the survey being conducted?)
 - **Importance and Impact** (Does the survey provide useful information for academic or institutional planning? Does the survey overburden respondents?)
 - **Overlap with other surveys** (Do data already exist that will meet the needs of those interested in surveying a group? Are there ongoing efforts to collect similar data?)

² Detailed information about the AUC IRB policy is available on the AUC website:

<http://www.aucegypt.edu/research/ReviewBoard/Documents/IRBpolicy.pdf>

³ “Sensitive information,” according to the National Institutes of Health, includes (but is not limited to): information related to sexual attitudes/preferences/practices; information relating to the use of alcohol, drugs or other addictive products; information pertaining to illegal conduct; information that, if released, might be damaging to an individual’s financial standing, employability, or reputation within the community or might lead to social stigmatization or discrimination; information pertaining to an individual’s psychological well-being or mental health.

- ***Intended use of the data*** (Who will have access to the information? Are plans in place to review the data and use it for programmatic improvement? Do you plan to disseminate findings publically and/or publish findings?)
 - ***Content and design of the survey questionnaire*** (Is the survey well-designed? Is it of reasonable and appropriate length? Are the questions easily understood and interpreted?)
 - ***Population of interest*** (Who is the target population? Will the entire population be surveyed, or a sample? If the former, is a sample an option that should be considered to lessen the burden on faculty, staff, or students? Does the survey overburden the target population?)
 - ***Timing*** (When will the survey be administered? Does it overlap with other surveys of the same population? Is it conducted at a time during the academic year when survey recipients are likely to respond?)
 - ***Resources*** (What resources will be needed to conduct the survey? Will data other than contact information be required?)
 - ***IRB Approval or Exemption*** (Is IRB approval or exemption necessary?)
5. Based on the previous criteria, DAIR will then recommend that a survey:
- be administered as is (i.e., no revisions necessary).
 - be reconsidered or revised accordingly to ensure it meets the above criteria.
 - have its timeline changed to prevent conflicts with other surveys that may be underway.
 - not be administered (with good reason provided).

ROLES AND RESPONSIBILITIES RELATED TO SURVEY ADMINISTRATION AND REPORTING

General Responsibilities of DAIR as it relates to Surveys Conducted at AUC

- Update the survey policy and procedures, as needed.
- Establish and maintain an institution survey calendar on the DAIR website.
- Maintain a spreadsheet of information regarding each survey, including the purpose of the survey, its use in quality improvement, and actions taken in response to survey data.
- Ensure that the institution has in place a plan for continuous quality improvement around survey data.
- Produce an annual report summarizing survey activity and use of data for quality improvement

The following table outlines the roles and responsibilities of DAIR and the survey requester(s) related to:

- 1) survey set-up and administration
- 2) data review, interpretation, and planning.

<i>Table 1. Survey Set-up and Administration</i>	
Office of Data Analytics and Institutional Research (DAIR)	Survey Requester
<ol style="list-style-type: none"> 1. Evaluate all survey requests and respond in a timely manner. 2. Work closely with survey requester during survey development process. 3. Serve as a reviewer of the survey instrument. 4. Create surveys or host a survey version designed by the survey requestor on DAIR's Survey Monkey account. 5. Populate Survey Monkey account with the names and email addresses for all individuals to whom the survey is to be sent or send link to survey requester to send out to respondents. 6. Distribute/launch all surveys and generate regular reminders for non-responders. 	<ol style="list-style-type: none"> 1. Consult with DAIR to inquire about existing data. 2. Develop the survey instrument and submit to DAIR. 3. Review Institution Survey Calendar on the DAIR website. 4. Submit online Survey Request Form. 5. Work closely with DAIR during the survey development process. 6. Submit to DAIR a list of names and email addresses for all individuals to whom the survey is to be sent.
<i>Table 2. Review of Survey Results, Interpretation of Data, and Planning</i>	
Office of Data Analytics and Institutional Research (DAIR)	Survey Requester
<ul style="list-style-type: none"> • Maintain confidentiality of the data. • Compile survey results (raw data, automated analyses, and reports). • Distribute survey results to survey requester. • Request completed action plans (Survey Result Action Plan Form) on an annual basis to facilitate completion of DAIR report on surveys. • Produce an annual report summarizing survey activity and use of data for improvement. • Provide a copy of the annual report to the AUC Planning and Assessment Committee, and post as a resource on the AUC website. 	<ul style="list-style-type: none"> • Interpret survey results and identify areas warranting further discussion and action. • Propose and implement a plan to address areas warranting further discussion and action. • Document the actions taken in response to survey data. • Complete Survey Results Action Plan Form (available on the DAIR website).

Forms/Instructions

- Survey Request Application Form
- Survey Results and Action Plan Form
- Helpful Tips for Conducting a Survey at AUC

These forms can be found at: <http://www.aucegypt.edu/about/data-analytics-and-institutional-research/institutional-surveys>

Related Information

N/A

Appendices (optional)

N/A

History/Revision Dates

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